<u>**AMENDMENTS TO THE CLAIMS**</u>

1   1.   (Original)   A method of determining product demand using a data processing

2   system and collected network session data from at least one product selection network site, the

3   method comprising:

4   developing a set of master session profiles, wherein the master session profiles include

5   product demand indicators;

6   processing at least a subset of user session data to evaluate the user session data using the

7   master session profiles; and

8   determining product demand from the evaluations.

1   2.   (Original)   The method of claim 1 wherein the product demand includes

2   information regarding the demand of one or more features of a product.

1   3.   (Original)   The method of claim 1 wherein the product demand indicators

2   include values of data types.

1   4.   (Original)   The method of claim 1 wherein developing a set of master session

2   profiles comprises:

3   developing a set of master session profiles from recorded data associated with users who

4   either submitted a product lead or purchased a product.

1   5.   (Original)   The method of claim 1 wherein developing a set of master session

2   profiles comprises:

3   collecting network session data from a plurality of user sessions conducted with the

4   network site(s);

5   matching at least a subset of each set of collected user network session data with one or

6   more factors indicating a product demand authenticity; and

7   assigning an indicator reflecting the product demand authenticity of each user session of

8   the master session profiles.

1   6.   (Original)   The method of claim 5 wherein at least one of the factors
2 indicating product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1   7.   (Original)   The method of claim 5 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1   8.   (Original)   The method of claim 5 wherein evaluating user session data using
2 the master session profiles comprises:
3   matching at least a subset of the product demand indicators present in a user session with
4   product demand indicators in the master session profiles.

1   9.   (Original)   The method of claim 8 further comprising:
2   assigning an indicator reflecting the product demand authenticity of each user session that
3   is matched with the master session profiles.

1   10.   (Original)   The method of claim 1 wherein determining product demand from
2 the evaluations comprises:
3   associating product demand evaluations with specific products;
4   weighting evaluations in accordance with a product demand authenticity indicator; and
5   comparing the weighted evaluations of users sessions selecting a particular product
6   against a total set of weighted evaluations of user sessions.

1   11.   (Original)   The method of claim 1 wherein the user session data includes data
2 types associated with each users navigation of the network site during configuration of a product.

1   12.   (Original)   The method of claim 1 wherein evaluating user session data using
2 the master session profiles comprises:
3   processing the user session data in accordance with a decision tree using data from the
4   master session profiles as decision criteria.

1   13.   (Original)   The method of claim 1 wherein determining product demand from

2 the evaluations comprises determining product demand in accordance with:

3

$$PD_j = \frac{\sum\limits_{i=0}^{n} k_{ji}}{\sum\limits_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4 where:

5   j represents a specific product,

6   PD_j represents the product demand information for product j,

7   n = total number of user sessions selecting product j,

8   k = user session scores,

9   k_j = user session scores for product j; and

10   m = total number of user sessions for all products.

11   N = total number of products.

1   14.   (Original)   A method of determining product demand using a data processing

2 system and collected network session data from at least one product selection network site, the

3 method comprising:

4   processing at least a subset of collected user session data to evaluate characteristics of the

5   user session data against product demand characteristics derived from a set of

6   master session profiles, wherein the master session profiles include product

7   demand indicators; and

8   determining product demand from the evaluations.

1   15.   (Original)   The method of claim 14 wherein the product demand includes

2 information regarding the demand of one or more features of a product.

1   16.   (Original)   The method of claim 14 wherein the product demand indicators

2 include values of data types.

1   17.   (Original)   The method of claim 14 wherein developing a set of master session

2   profiles comprises:

3   developing a set of master session profiles from recorded data associated with users who

4   either submitted a product lead or purchased a product.

1   18.   (Original)   The method of claim 14 further comprising: wherein developing a

2   set of master session profiles comprises:

3   developing the set of master session profiles, wherein developing a set of master session

4   profiles comprises:

5   collecting network session data from a plurality of user sessions conducted with

6   the network site(s);

7   matching at least a subset of each set of collected user network session data with

8   one or more factors indicating a product demand authenticity; and

9   assigning an indicator reflecting the product demand authenticity of each user

10   session of the master session profiles.

1   19.   (Original)   The method of claim 18 wherein at least one of the factors

2   indicating product demand authenticity is a propensity of the user to actually purchase a product

3   offered by the network site accessed by the user.

1   20.   (Original)   The method of claim 18 wherein the indicator is a relative scoring

2   reflecting that relates product demand authenticity between user sessions.

1   21.   (Original)   The method of claim 18 wherein evaluating user session data using

2   the master session profiles comprises:

3   matching at least a subset of the product demand indicators present in a user session with

4   product demand indicators in the master session profiles.

1   22.   (Original)   The method of claim 21 further comprising:

2   assigning an indicator reflecting the product demand authenticity of each user session that

3   is matched with the master session profiles.

1   23.   (Original)   The method of claim 14 wherein determining product demand

2 from the evaluations comprises:

3   associating product demand evaluations with specific products;

4   weighting evaluations in accordance with a product demand authenticity indicator; and

5   comparing the weighted evaluations of users sessions selecting a particular product

6   against a total set of weighted evaluations of user sessions.

1   24.   (Original)   The method of claim 14 wherein the user session data includes

2 data types associated with each users navigation of the network site during configuration of a

3 product.

1   25.   (Original)   The method of claim 14 wherein evaluating user session data using

2 the master session profiles comprises:

3   processing the user session data in accordance with a decision tree using data from the

4   master session profiles as decision criteria.

1   26.   (Original)   A method of determining product demand using an electronic data

2 processing system, the method comprising:

3   collecting data from multiple user sessions with a world wide web ("Web") site, wherein

4   the user sessions involve selecting a product marketed by the Web site and the

5   collected data includes user navigation data related to selection of a product

6   selection and Web page data as provided to the user;

7   developing a product demand master profile set from the collected data;

8   collecting a second set of user session data; and

9   matching the second set of user session with the master profile set to determine product

10   demand.

1   27.   (Original)   The method of claim 26 wherein matching the second set of user
2   sessions with the master profile set comprises matching values of data types collected from each
3   of the second set of user sessions with a master profile from the master profile set using a
4   decision tree.

1   28.   (Original)   The method of claim 26 wherein the product demand includes
2   information regarding the demand of one or more features of a product.

1   29.   (Original)   A system for determining product demand using a data processing
2   system and collected network session data from at least one product selection network site, the
3   system comprising:
4   master session profile generation system to develop a set of master session profiles,
5   wherein the master session profiles include product demand indicators; and
6   a processing engine to process at least a subset of user session data to evaluate the user
7   session data using the master session profiles and determine product demand from
8   the evaluations.

1   30.   (Original)   The system of claim 29 further comprising:
2   a session recording system to collect network session data from at least one product
3   selection network site.

1   31.   (Original)   The system of claim 29 wherein the processing engine determines
2   product demand in accordance with:

3
$$PD_j = \frac{\sum_{i=0}^{n} k_{ji}}{\sum_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4   where:
5   j represents a specific product,

6 PD_j represents the product demand information for product j,

7 n = total number of user sessions selecting product j,

8 k = user session scores,

9 k_j = user session scores for product j; and

10 m = total number of user sessions for all products.

11 N = total number of products.

1 32. (Original) The system of claim 29 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1 33. (Original) The system of claim 29 wherein the product demand indicators
2 include values of data types.

1 34. (Original) The system of claim 29 wherein the master session profiles are
2 developed from a set of master session profiles from recorded data associated with users who
3 either submitted a product lead or purchased a product.

1 35. (Original) The system of claim 29 wherein the network session data includes
2 data from a plurality of user sessions conducted with the network site(s) and to determine
3 product demand from the evaluations the processing engine matches at least a subset of each set
4 of collected user network session data with one or more factors indicating a product demand
5 authenticity and assigns an indicator reflecting the product demand authenticity of each user
6 session of the master session profiles.

1 36. (Original) The system of claim 35 wherein at least one of the factors
2 indicating product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1 37. (Original) The system of claim 35 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1   38.   (Original)   The system of claim 35 wherein to determine product demand

2 from the evaluations the processing engine further matches at least a subset of the product

3 demand indicators present in a user session with product demand indicators in the master session

4 profiles.

1   39.   (Original)   The system of claim 38 wherein the processing engine assigns an

2 indicator reflecting the product demand authenticity of each user session that is matched with the

3 master session profiles.

1   40.   (Original)   The system of claim 29 to determine product demand from the

2 evaluations the processing engine associates product demand evaluations with specific products,

3 weights evaluations in accordance with a product demand authenticity indicator, and compares

4 the weighted evaluations of users sessions selecting a particular product against a total set of

5 weighted evaluations of user sessions.

1   41.   (Original)   The system of claim 29 wherein the user session data includes data

2 types associated with each users navigation of the network site during configuration of a product.

1   42.   (Original)   The system of claim 29 to evaluate user session data using the

2 master session profiles, the processing engine processes the user session data in accordance with

3 a decision tree using data from the master session profiles as decision criteria.

1   43.   (Original)   A computer program product comprising instructions encoded

2 thereon to determine product demand using a data processing system and collected network

3 session data from at least one product selection network site, the instructions are executable by a

4 processor to:

5   develop a set of master session profiles, wherein the master session profiles include

6   product demand indicators;

7   process at least a subset of user session data to evaluate the user session data using the

8   master session profiles; and

9   determine product demand from the evaluations.

1	44. (Original) A system to determine product demand using a data processing
2	system and collected network session data from at least one product selection network site, the
3	system comprising:
4	means for developing a set of master session profiles, wherein the master session profiles
5	include product demand indicators;
6	means for processing at least a subset of user session data to evaluate the user session
7	data using the master session profiles; and
8	means for determining product demand from the evaluations.